

State of California 9-1-1 OPERATIONS MANUAL

CHAPTER V - ADVERTISING AND EDUCATION

Advertising

The Telecommunications Division furnishes decals for emergency vehicles and stickers for telephones. These items are free to public safety agencies. Submit a Decals and Stickers form, located at the end of this chapter to the Department of General Services, Telecommunications Division, 9-1-1 Decals/Stickers, 601 Sequoia Pacific Boulevard, Sacramento, CA 95814-0282.

Decals

10" x 23"

Black letters with red "9-1-1", printed on white vinyl.

6" x 15"

Black letters with red "9-1-1", printed on white vinyl.

6" x 15" or 4" x 10 1/4"

Black letters with red "9-1-1", printed on clear mylar.

6" x 15" or 4" x 10 1/4"

White letters with red "9-1-1", printed on clear mylar.

6" x 15" or 4" x 10 1/4"

White letters with white "9-1-1", printed on clear mylar.

Telephone Stickers

Standard 9-1-1 telephone stickers.

9+9-1-1 telephone stickers for Centrex and PBX telephone systems.

Education

When possible, planned advertising should not just publish the numbers "9-1-1" for emergency, but be educational to indicate appropriate use of the system. It must be understood that an emergency situation may be different in the eye of the caller as compared to the eye of the PSAP call taker. Examples of appropriate use and misuse of the number should be included in brochures and in media interviews.

It should be noted that, where private branch exchanges (PBX) or Centrex systems are utilized, users must usually dial the appropriate access code (usually 9), then 9-1-1 in order to contact the serving PSAP. This information

should be incorporated into advertising schemes when users are required to dial access codes.

Local government agencies should exercise caution when issuing business licenses where the numerals 9-1-1 are used. Use of 9-1-1 in a company name, etc., could be misleading in an emergency situation. (See **Chapter I**, Standards) It is very important that citizens understand the difference between wire-line and wireless 9-1-1 telephone service. The wire-line 9-1-1 service (homes, offices and payphones) delivers ANI and ALI to the appropriate PSAP for emergency response. Wireless 9-1-1 service does not deliver ANI and ALI , and at the present time, 9-1-1 calls are answered at the nearest CHP dispatch center. **It is essential that wireless users, when dialing 9-1-1, know their cellular or PCS telephone number and the location they are calling from to ensure timely emergency response.**